

SENATE JOINT RESOLUTION 669

By Watson

A RESOLUTION to congratulate the staff of television station  
WTVC NewsChannel 9 in Chattanooga as they  
prepare to celebrate fifty years of service to their  
viewing audience.

WHEREAS, the members of this General Assembly are proud to recognize the  
hardworking, dedicated, and innovative personnel who operate the electronic media outlets that  
are so important in keeping our populace informed, entertained, and in instant touch with the  
entire world; and

WHEREAS, WTVC NewsChannel 9 of Chattanooga, an ABC television network affiliate,  
is one such vital station that has provided its viewers with outstanding service for fifty years; and

WHEREAS, the station signed on the air in 1958, and from its early years earned a loyal  
audience by developing local programming that included *The Bob Brandy Show*, *Funtime*, and  
*Shock Theatre*; and

WHEREAS, countless area residents have fond childhood memories of appearing with  
Bob Brandy or with "Miss Marcia" on *Funtime*, a tradition that continues today with the daily  
*This-N-That* with Don Welch; and

WHEREAS, on February 11, 2008, the station will celebrate fifty years of free, over the  
air, television broadcasting in the Chattanooga market, a milestone that will be marked with  
special anniversary segments during the *This-N-That* program the week of February 11, as well  
as a one-hour fiftieth anniversary special on February 27; and

WHEREAS, according to Nielsen Media Research, this nation's foremost authority on  
television ratings, the station is number one for households viewing television in each weekday  
news day early morning, noon, evening, and late news; and

WHEREAS, Mike Costa, WTVC's vice president and general manager, was quoted as  
saying, "Without the loyalty of long-time viewers and advertisers across the Tennessee Valley

and the staff of highly dedicated professionals who work to provide the news, information, and entertainment that the market demands, we would not be able to claim such success. We know that now we have to work even harder to maintain not only that trust but the level of excellence that our viewers and advertisers expect for years to come"; and

WHEREAS, a part of its viewer loyalty may be due to WTVN's commitment to innovation in technology; in 2000, the station moved to its current state-of-the-art digital facility located off Highway 153; and

WHEREAS, it is appropriate that such dedication to excellence, innovation, and service is worthy of our recognition and thanks; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED FIFTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we hereby offer our heartiest congratulations to the staff of WTVN NewsChannel 9 in Chattanooga as they prepare to celebrate fifty years of outstanding service to their viewing audience and wish them every success in all their future endeavors.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.